

Innovative Marketing

SUBMISSION PROCESS: Electronic and Postal Submission Accepted Via Email manager@businessperspectives.org	
CONTACT INFORMATION: Eugenia Myazina, Executive Editor Innovative Marketing Dzerzhynsky lane, 10 Sumy 40022 Ukraine Phone: +380 542 775771 Email: head@businessperspectives.org Website: http://www.businessperspectives.org/en/journalism/index.htm	REVIEW PROCESS: Acceptance Rate: 21 - 30% Invited Articles: 50% + Type of Review: Blind Review External Reviewers: In-House Reviewers: 2 Time to Review: 1-2 months Reviewer's Comments: Yes
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TOPICS:

Advertising & Promotion Management; Direct Marketing; Marketing Research; Marketing Theory & Applications; Sales/Selling.

MANUSCRIPT GUIDELINES/COMMENTS:

Aims

The main objectives of the publications are the exposure of problems of the stimulation of goods selling, developments and acceleration of the turnover for the purpose of the best satisfaction of customer needs and making a profit, finding the innovative solutions of this problems with the further dissemination of research results, by enabling both renowned and emerging researchers and scholars to present their findings to a global audience of peers. The journal is published quarterly (four times a year).

Submission Guidelines

Please send your paper using one of the formats listed below:

An electronic copy as a MS Word .doc file (all versions accepted) or as .rtf file to Eugenia Myazina manager@businessperspectives.org.

A hard copy supplied with a disc containing electronic copy of the paper to:

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Abstract Preparation Guidelines. The **abstract** (200-250 words) should reflect the conceptual content of the article. In the abstract the author should give a brief overview of research importance, describe the subject matter and aim of research, its methodology as well as highlight the most significant results of research.

Font. Times New Roman; text size – 12 pts, line-spacing – single.

The paper main body preparation guidelines. The paper should present the result of independent original research, undertaken by the author; it should contain the data never published before.

The paper should contain a clear description of research objective and its subject.

The **methodology** of research should be described in details.

The **author** personal scientific contribution must be grounded in the paper.

The paper should contain basic suggestions how to solve the problem under study.

Structure of the Paper. The **title** of the paper should be centered at the top of the page. Font – Arial. Text size – 16 pts. Please, use MS Word style – "Caption 2".

Below, at the center of the page the name of the author should be printed. Font – Arial. Text size – 12 pts. Reference to the author's name should be made at the bottom of the page with the footnote marked by asterisk ("*"). The reference should contain information about the author's degree, position and the place of work as well as contact details (phone number, job or/and personal e-mail).

Below, the text of the abstract should be printed. The word "Abstract." should initiate the first line and should be printed in bold type.

After the abstract key words should be printed after a single spacing. The words "Key words:" should initiate the first line and should be printed in bold type.

Below you should place the main body of the paper. Use styles of different levels.

The main body of the paper should be followed by references. Please, print the word "References" formatted with MS Word style "Caption 3" right after the text main body. Font - Times New Roman. Text size – 12 pts.

References contain the list of literature referred to given alphabetical order.

All **figures** and **tables** should be printed inside the paper main body. Appendices are not permitted.

Titles of tables are centered above the table. All tables must be numbered and marked as follows "Table 1,...N". The word "Table" and the number are printed in the right-hand corner of the page before the first line of the table title.

Titles of figures and charts are printed below the figures and charts. Titles of figures and charts must be numbered and marked as "Picture 1,...N". The word "Picture" and the number are printed at the beginning and followed by the picture or chart title.

References in the text. References in the text are made as follows: (Myers, 2000), the former being name of the author, the latter edition year.

Example of references:

Alchian A., S. Woodward. Reflections on the Theory of the Firm // Journal of Institutional and Theoretical Economics, 1987. - № 143. - pp. 110 - 136.

Berle A.A., G.C. Means. The Modern Corporation and Private Property. - New York: Macmillan, 1932. - 418 pp.

Estrin S., A. Rosevear. Enterprise Performance and Ownership: The Case of Ukraine // European Economic Review, 1999. - № 1. - pp. 1125-1136.

Pinto B., S. Van Wijnbergen. Ownership and Corporate Control in Poland: Why State Firms Defied the Odds // CEPR Discussion Paper, 1995. - № 1273. - 42 pp.

Manuscript Length. The paper should not be in less than 2000 words and should not exceed 6000 words.

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